

### **Listing and Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method for playing back a digital media file on a digital media play back apparatus, comprising the steps of:

determining a designated type associated with said digital media file; and  
playing back said digital media file including a required advertising block in accordance with said determined designated type of said digital media file ~~on an authorized~~ the play back apparatus, wherein the play back apparatus is configured to automatically replay said advertising block in response to receiving a user-command to institute a trick play operation for scanning through a time segment of the media file that is adjacent to said advertising block.

2. (Currently Amended) The method of claim 1, further comprising the step of playing said required advertising block even if a viewer fast forwards through a predetermined section of the digital media file.

3. (Currently Amended) A method for playing back a digital media file on a proprietor-authorized play back apparatus comprising the steps of:

defining a plurality of predetermined media types based upon an advertising scheme associated therewith, wherein each media type is associated with one of a plurality of different, forced advertising playback modes;

valuing each of said plurality of predetermined media types in accordance with said advertising scheme;\_

selecting one of said plurality of media types; and

playing back said selected media type on ~~an~~ the proprietor-authorized play back apparatus, wherein said proprietor-authorized playback apparatus is configured to determine which of said plurality of playback modes is associated with the selected media type and to invoke said advertising scheme by instituting the determined forced advertising play back mode;  
and  
~~invoking said-associated advertising scheme.~~

4. (Canceled)

5. (Original) The method of claim 3, wherein said advertising scheme includes advertising data that must be viewed at least one of before, after, and at least once during said playback of said media file.

6. (Original) The method of claim 3, wherein said advertising scheme includes advertising data that must be viewed after a user has viewed a predetermined portion of said digital media.

7. (Original) The method of claim 6, wherein said advertising data must be viewed after a user has fast forwarded through said predetermined portion of said digital media.

8. (Original) The method of claim 6, wherein said advertising data is fixed.

9. (Original) The method of claim 6, wherein said advertising data is periodically updated

in accordance with a user profile from an advertising data server.

10. (Original) The method of claim 3, wherein said digital media file is provided on a removable storage medium.

11. (Original) The method of claim 3, wherein said digital media is downloaded via a computer network.

12. (Currently Amended) ~~An proprietor-authorized~~ apparatus for playing back a digital media file, comprising:

means for defining a plurality of predetermined media types based upon an advertising scheme associated therewith, wherein each media type is associated with one of a plurality of different, forced advertising playback modes;

means for valuing each of said plurality of predetermined media types in accordance with said advertising scheme;

input means for selecting one of said plurality of media types;

playback means for playing back said selected media type; ~~and for invoking said associated advertising scheme, wherein said playback means are authorized for playback~~

means for determining which of said plurality of playback modes is associated with the selected media type; and

means for invoking said advertising scheme by instituting the determined forced advertising play back mode.

13. (Canceled)

14. (Original) The apparatus of claim 12, wherein said advertising scheme includes advertising data that must be viewed at least one of before, after, and at least once during said playback of said media file.

15. (Original) The apparatus of claim 12, wherein said advertising scheme includes advertising data that must be viewed after a user has viewed a predetermined portion of said digital media.

16. (Original) The apparatus of claim 15, wherein said advertising data must be viewed after a user has fast forwarded through said predetermined portion of said digital media.

17. (Original) The apparatus of claim 15, wherein said advertising data is fixed.

18. (Original) The apparatus of claim 15, wherein said advertising data is periodically updated in accordance with a user profile from an advertising data server.

19. (Original) The apparatus of claim 12, wherein said digital media file is provided on a removable storage medium.

20. (Original) The apparatus of claim 12, wherein said digital media is downloaded via a computer network.

21. (Previously presented) The apparatus of claim 12, wherein said digital media is stored locally, updated, and prepared for retail.

22. (Withdrawn) A system for distributing media files, comprising:  
means for associating a media file with one or more management information;  
means for assigning a unique ID to said media file and associated management information;  
means for encrypting said media file, management information and unique ID;  
generating a database for associating each unique ID with a particular user who is permitted to process said media file;  
whereby upon a transfer of said media file to another individual, said database is updated so that said unique ID associated with said transferred media file is registered to said other individual.

23. (Withdrawn) The system of claim 22, wherein upon said transfer of said media file to another individual, a forced advertising associated with said media file is changed.

24. (Withdrawn) An apparatus for receiving a media file, comprising:  
a terminal for selecting one of a plurality of media files;  
a payment system for receiving payment for said media file;  
a receiver for receiving said media file; and  
a recorder for recording said media file to a recording medium;

wherein said media file is generated in accordance with the steps of:  
associating a media file with one or more management information;  
assigning a unique ID to said media file and associated management information;  
encrypting said media file, management information and unique ID; and  
associating each unique ID with a particular user who is permitted to process said media  
file and storing said associations in a database;

whereby upon a transfer of said media file to another individual, said database is updated  
so that said unique ID associated with said transferred media file is registered to said other  
individual.

25. (Withdrawn) The apparatus of claim 24, wherein said recording medium is a fixed  
recording medium.

26. (Withdrawn) The apparatus of claim 24, wherein said recording medium is a  
removable storage medium.

27. (Withdrawn) The apparatus of claim 24, wherein said terminal, said payment system,  
said receiver and said recorder are located in a point-of-sale kiosk.

28. (Withdrawn) The apparatus of claim 24, wherein said terminal, said payment system,  
said receiver and said recorder are located in a standalone computer.

29. (Withdrawn) A recording media upon which a media file is recorded, said media file being generated in accordance with the steps of:

- associating a media file with one or more management information;
- assigning a unique ID to said media file and associated management information;
- encrypting said media file, management information and unique ID;
- generating a database for associating each unique ID with a particular user who is permitted to process said media file;

whereby upon a transfer of said media file to another individual, said database is updated so that said unique ID associated with said transferred media file is registered to said other individual.